

WHAT IS CLAIMED IS:

1. A detergent composition comprising:
 - (A) from about 0.01% to about 20%, by weight of the composition of capsules comprising:
 - (a) a hydrophobic continuous phase comprising:
 - (a1) from about 0.1% to about 15%, by weight of the continuous phase, of a block co-polymer which is selected from the group consisting of a triblock co-polymer, radial co-polymer, and multiblock co-polymer, the co-polymer comprising at least one triblock with a structure: rigid block---flexible block---rigid block; and
 - (a2) a hydrocarbon oil which forms an isotropic mixture with the block co-polymer; and
 - (B) a surfactant.
 2. The composition of claim 1 wherein the continuous phase further comprises from about 10% to about 60%, by weight of the continuous phase, of an oil-soluble benefit agent.
 3. The detergent composition according to claim 1 wherein the continuous phase is transparent or translucent.
 4. The detergent composition according to claim 1 wherein the composition is contained within the transparent package.
 5. The detergent composition according to claim 1 wherein the composition is aqueous.
 6. The detergent composition according to claim 1 wherein the capsule further comprises a colorant.

7. The composition according to claim 2 wherein the capsule further comprises from about 0.01% to about 45%, by volume of the capsule, of a discontinuous phase immiscible with the continuous phase.
8. The detergent composition according to claim 7 wherein the discontinuous phase is an aqueous solution comprising from about 1% to about 10%, by weight of the capsules, of a bleach.
9. A detergent composition comprising:
- (A) from about 0.01% to about 20%, by weight of the composition of capsules comprising:
- (a) a hydrophobic continuous phase comprising:
- (a1) from about 0.1% to about 15%, by weight of the continuous phase, of a diblock co-polymer comprising at least one rigid block and at least one flexible block;
- (a2) a hydrocarbon oil which forms an isotropic mixture with the block co-polymer;
- (a3) from about 0.1% to about 60%, by weight of the continuous phase, of a hydrophobic solid; and
- (B) a surfactant.
10. The detergent composition according to claim 9, wherein the continuous phase further comprises from about 10% to about 60%, by weight of the continuous phase of an oil-soluble benefit agent.
11. A personal care composition comprising:
- (A) from about 0.01% to about 20%, by weight of the composition, of a capsule comprising:
- (a) a hydrophobic continuous phase comprising:
- (a1) from about 0.1% to about 15%, by weight of the continuous phase, of a block co-polymer which is selected from the group consisting of a triblock co-polymer, radial co-polymer, and multiblock

co-polymer, the co-polymer comprising at least one triblock with a structure: rigid block---flexible block---rigid block; and

(a2) a hydrocarbon oil which forms an isotropic mixture with the block co-polymer; and

5 (B) a cosmetically acceptable vehicle.

12. The personal care composition according to claim 11, wherein the continuous phase further comprises from about 10% to about 60%, by weight of the continuous phase of an oil-soluble benefit agent.

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13. The personal care composition according to claim 11 wherein the continuous phase is transparent.

14. The personal care composition of claim 11 wherein the composition is aqueous.

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15. The personal care composition according to claim 11 wherein the composition is contained within the transparent package.

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